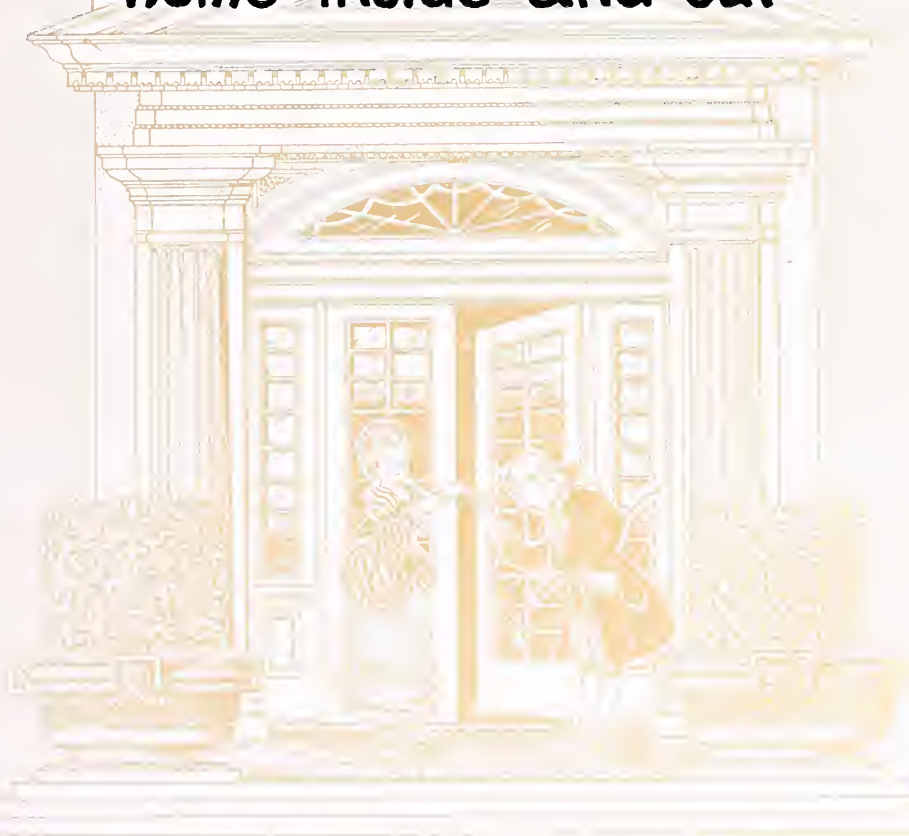


# The Home Beautiful Elevations

A collection of  
practical suggestions  
for beautifying the  
home-inside and out



compiled by  
**THE DECORATIVE DEPARTMENT**  
of

**The MARTIN-SENOUR Co.**

PRODUCERS OF PAINTS AND VARNISHES  
CHICAGO MONTREAL WINNIPEG LINCOLN

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### A COLONIAL HOME

Modernized for a Small City Lot

BODY: Monarch Paint No. 522 Light Lead.  
 ROOF: Martin-Senour Shingle Stain, No. 305, Dark Green.  
 BLINDS: Monarch Paint No. 527 Brazil Green.  
 TRIM: Monarch Paint Outside White.  
 PORCH: Martin-Senour Porch and Deck Paint No. 731.

### SELECTION OF COLORS

**Y**OUR home, finished with a good Paint, should not need repainting for a period of years; therefore, next to your decision to use quality products, the selection of colors is the most important of your decorative problems. Since the colors you select will prove to be either a constant pleasure or displeasure for a number of years, care should be taken to choose the most pleasing combinations possible.

The architecture, location, surroundings, size and style of construction of your home should all be taken into consideration when you decide on your exterior color combinations.

For interior finishing, the furnishings, woodwork and size of each room should be carefully considered, together with the use to which the room is to be put.

While much has been written on the subject of color selection, we believe that no hard and fast rule should be followed, as the details must be worked out according to individual requirements and taste.

MONARCH PAINT 100% PURE IS MANUFACTURED IN THIRTY-TWO DIFFERENT SHADES

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### A CITY HOME

With Natural Surroundings and Houses on Either Side

BODY: Monarch Paint No. 501 Cream.

ROOF: Martin-Senour Shingle Stain No. 306 Light Green.

TRIM: Monarch Paint Outside White.

PORCH: Martin-Senour Porch and Deck Paint No. 733

## HOW TO APPLY AN EXTERIOR PAINT

**T**HERE are a few general rules which should be practised for exterior painting. Never allow Paint to be applied to a surface where any dampness exists. The surface to be painted should be absolutely dry, and especially on new buildings care must be taken that the plaster is thoroughly dried out. Dampness in the material painted is the cause of most Paint defects, because it prevents the proper amalgamation of the Paint film with the surface. As a result—the Paint will peel.

Always see to it that the Paint is thoroughly brushed into the surface, not merely flowed on; allow three or more days between each coat for drying.

When directions are followed and quality Paint is employed, a home owner may be satisfied that his property will have absolute protection from all variations and extremes of atmosphere or temperature.

MONARCH PAINT 100% PURE WILL GIVE YOU HONEST PROTECTION.

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### A MODERN HOME

With Little or No Natural Surroundings

**BODY:** Lower part Martin-Senour Concrete Coating No. 993, Upper part Martin-Senour Concrete Coating No. 983.

**ROOF:** Martin-Senour Shingle Stain, No. 316 Cherry

**TRIM:** Monarch Paint Outside White.

## REASONS FOR PAINTING

**P**AINTS, Stains, Varnishes and Enamels were originally used to beautify the surfaces on which they were applied, instead of to protect these surfaces from the destructive effect of time and the elements.

Ages before the days of Pompeii, the ancients realized that certain oils and pigments produced finishes which were of a protective nature. The fact that these pigments sometimes possessed bright colors led to the use of Paint to "BEAUTIFY" as well as to preserve. As a result of research in recent years, Paint ingredients have been discovered, improved, and perfected. Now the property owner who wishes to preserve his home with the use of good materials may look toward an increase in the attractiveness and a decrease in the up-keep expense.

As a man's clothes will speak for or against him, so will the appearance of his property be an index to his character.

MONARCH PAINT 100% PURE WILL GIVE YOUR HOME A REFINED APPEARANCE.



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<https://archive.org/details/homebeautifulele00mart>



### A DETACHED CEMENT OR STUCCO BUNGALOW

With Little or No Natural Surroundings  
 BODY: Martin-Senour Concrete Coating No. 994.  
 ROOF: Martin-Senour Shingle Stain No. 307  
 Medium Green.  
 TRIM: Monarch Paint No. 500 Light Blue—Gray

### PURE PAINT A METALLIC COATING

**A**DEPENDABLE exterior Paint forms a very thin coating of pure metal on the outside of your home. The composition of such a Paint should be Pure Lead, Pure Zinc, Pure Linseed Oil, Chemically Pure Colors and Turpentine Drier. These should be machine mixed and ground in correct proportions. It is apparent that modern high-powered machinery will so incorporate each particle of pigment with the oil that there can be no comparison as to which is the better Paint—machine mixed Paint or that stirred by hand with a paddle.

An absolutely pure Paint, manufactured by a concern with a reputation for fairness in quality and service based on years of producing Paints and finishes which have given the most satisfaction, will pass the real test of Paint value. Such a Paint will possess maximum ability to give satisfaction. It will spread smoother, cover more surface, wear longer and look better than any Paint which contains inert materials or adulterants, no matter how small may be the percentage of such materials used.

MONARCH PAINT 100% PURE CONTAINS METAL THAT MIGHT BE USED IN BULLETS.

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### A CITY HOME

Situated with Houses on Either Side  
**BODY:** Lower part Monarch Paint No. 519 Snuff  
 Brown. Upper part Martin-Senour Concrete Coating No. 988.  
**ROOF:** Martin-Senour Shingle Stain No. 318 Maroon.  
**TRIM:** Monarch Paint Outside White.  
**PORCH:** Martin-Senour Porch and Deck Paint No. 731.

## HOW TO SELECT A PAINT OR FINISH

**D**O not make the mistake of the inexperienced buyer who goes to any Paint Store and purchases the cheapest possible Paint, not realizing until too late that cheap adulterated Paints are most expensive in the long run. If you have the work done by contract, do not let the painter use *any* kind of Paint. Insist in both cases on getting the best possible Paint or finish that can be procured from a responsible dealer, and you will generally receive full value for your money.

Use only Paints of a standard responsible make, and you will thus be assured of getting real Paint service.

There is no economy more false than the attempt to save on the first cost of the Paint or finish used on your home. Poor quality means continual expense, continual annoyance, and what is more important, inefficient protection.

The service given by a product invariably reflects the motives and integrity of its producers.

MONARCH PAINT 100% PURE HAS GIVEN SATISFACTION FOR FORTY YEARS.

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### ENTRANCE HALL

WALLS: Neu-Tone Flat Wall Paint No. 680, Circassian Buff.  
 CEILING: Neu-Tone Flat Wall Paint No. 674, India Ivory.  
 FLOORS: (Natural Finish) Martin's Floor Varnish.  
 WOOD: Hard Pine stained Walnut with Martin's  
 WORK: Senour Oil Stain and varnished with Martin's Interior Finish.

## COLORS FOR THE EXTERIOR

**W**HEN selecting exterior colors it is a safe rule in most instances to use a combination of shades of the same colors, such as light and dark browns, greens, buffs, and grays, taking into consideration the natural blending of the surroundings and the grounds.

Also in selecting colors for the exterior of the home, it is well to choose combinations that will subdue the unbalanced effect that porches, steps, ornaments and decorations give when they are of a radically different shade from that of the house itself.

A large house looks best, as a rule, in dark colors; while a small house should be painted with light colors. A dark trim on a small house will make it look small, while a light trim will work the opposite way. A light lower part and dark upper part will make the house look wider.

Well selected color schemes add much to the finished appearance of "THE HOME BEAUTIFUL."

MONARCH PAINT 100% PURE SHOULD PROTECT YOUR HOME.

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### A SUBURBAN HOME

With Large Grounds and Abundant Natural Surroundings

**BODY:** Lower part Monarch Paint, No. 592 Moss Green. Upper part Martin-Senour Shingle Stain, No. 307 Medium Green.  
**ROOF:** Martin-Senour Shingle Stain, No. 315 Red  
**TRIM:** Monarch Paint Outside White.

## INTRODUCTION

**T**HE desire to be surrounded with things of beauty and substantial endurance is natural to all of us; likewise the wish to keep that which we own in the best state of repair and appearance. We have a special opportunity to satisfy these desires by beautifying and at the same time making more substantial our homes and property by the use of decorative and protective coatings.

As a property owner you desire an attractive home which will be an object of beauty in the community, and a source of pride and joy to yourself.

We have tried in this book to suggest as many practical helps as possible in order that you may attain your desire to make your home "THE HOME BEAUTIFUL."

The color combinations and suggestions we show are in good taste and appropriate to the surroundings and style of the exterior or interior of the building, and the materials specified are the best manufactured. As these give real satisfaction and are by far the least expensive in the end, the property owner when decorating interiors and exteriors of his home may be safely guided accordingly.

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### DAIRY AND GRAIN BARN

BODY: Red School House Barn Paint.  
 ROOF: Martin-Senour Shingle Stain No. 306, Light Green.  
 TRIM: Monarch Paint, 100% pure, Outside White.  
 FOUNDATION: Martin-Senour Concrete Coating No. 981.

## THE ECONOMY OF GOOD PAINT

**I**F your house is substantially built and you use a good quality Paint for covering the surface, your property is practically indestructible, and with occasional attention will last indefinitely.

No other one thing will protect your home as will a good coat of Paint, properly applied. This also applies to your barns and other out-buildings.

Not only will the harmoniously decorated home bring forth all the natural beauty of your location and enhance its surroundings, either rural or urban, but by using quality Paints it also means lasting satisfaction and permanent economy.

Our Decorative Department is always at your service, and we will furnish suggestions showing the actual colors, upon receipt of your request.

If better Paints or Varnishes could be made, we would make them.

RED SCHOOL HOUSE PAINT GIVES 100% PROTECTION

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### DAIRY AND GRAIN BARN

BODY: School House Gray Barn Paint.  
 ROOF: Martin-Senour Shingle Stain No. 308, Light Brown.  
 TRIM: Pullman Outside White.  
 FOUND-  
 ATION: Martin-Senour Concrete Coating No. 993.

## PROTECT YOUR OUT-BUILDINGS

**W**HEN decorating your residence, do not overlook the fact that the out-buildings, such as barns, garages, stables, sheds, etc., are as much in need of protection, and generally more in need of beautifying, than the average house.

As a rule the best plan is to decorate all of your out-buildings with the same combination of colors; but on large farms or estates, where the buildings are scattered and far apart, different combinations can well be used.

Darker colors, such as reds, greens, yellows and grays with white trim, are very effective when used for Barns, Granaries, Stables, etc. Out-buildings in the open are as a rule more dependent upon a color scheme for artistic effects than is the home proper, which depends upon the natural surroundings.

GRAY SCHOOL HOUSE PAINT WILL SATISFY THE MOST EXACTING

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### LIVING ROOM

WALLS: Neu-Tone Flat Wall Paint No. 680, Circassian  
 CELL: Neu-Tone Flat Wall Paint No. 692, Cream.  
 ING: Neu-Tone Flat Wall Paint No. 692, Cream.  
 FLOORS: Martin's Floor Varnish Natural Finish.  
 Waxed with Martin-Senour Floor Wax.  
 WOOD: Martin-Senour Oil Stain, Walnut, varnished  
 WORK: with Martin's Interior Finish, rubbed to a  
 dull finish.

## INTERIOR STAINS

**I**N the "HOME BEAUTIFUL" of today a large proportion of the woodwork, furniture and floors are stained to suit the owner's taste, usually in imitation of the more rare and expensive woods. The use of Stains has proved very satisfactory on practically every kind of wood known.

There are several different kinds of Stains, namely Oil or Dull Finish Stains, Mission Stains and Varnish Stains. Varnish Stains, as the name indicates, Stain and Varnish the surface in one application and produce a high gloss finish. As a rule Stains require no special undercoating, and they may be used over practically any surface of a lighter finish than the stain used. When Mahogany or other dark shades are to be stained a lighter color, it is necessary to apply a Ground Color as an undercoating.

Stains provide a very effective means of brightening up the interior woodwork or furniture about the home.

Your "HOME BEAUTIFUL" deserves the best of finishes for its protection.

WOOD-VAR STAIN WILL GIVE LASTING SATISFACTION.

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#### MUSIC ROOM

WALLS: Neu-Tone Flat Wall Paint No. 693 Woodlawn Green.  
 DADO: Neu-Tone Flat Wall Paint No. 685 Saxon Green.  
 CEIL- Neu-Tone Flat Wall Paint No. 683 Silk  
 ING- Green.  
 FLOORS: Martin's Floor Varnish Natural Finish.  
 WOOD- Martin-Senour Oil Stain, Walnut, varnished  
 WORK: with Martin's Interior Finish.

### SELECTION OF INTERIOR SHADES

**N**OTHING contributes quite so much to the general attractiveness of a room as pleasing wall and ceiling decoration. There is no method of obtaining more pleasing effects for the walls and ceilings than by the use of a high grade Flat Oil Paint. The soft velvety appearance of walls finished in this manner, form a harmonious background for all the furnishings of the room.

Interior shades should be chosen with care because color has the power to change the apparent proportions and size of a room. Light, warm colors may be satisfactorily used on walls and ceilings in rooms on the darker side of the house; more subdued tints are best used where there is considerable sun and light.

As a general rule dark colors make a room seem small and light colors make a room seem large. Red apparently contracts the dimensions of a room. Blue and Yellow expand and Pink, Tan and Gray have an enlarging effect to a lesser degree. From a psychological standpoint Greens and Browns are much more restful to the eye than Reds or Yellows.

Sharp contrasts are usually avoided in "THE HOME BEAUTIFUL."

NEU-TONE FLAT WALL PAINT IS MADE IN SIXTEEN DIFFERENT TINTS

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### LIVING ROOM

WALLS: Neu-Tone Flat Wall Paint No. 686 Russian Tan.  
 CEILING: Neu-Tone Flat Wall Paint No. 692 Cream.  
 FLOORS: Martin's Floor Varnish Natural Finish.  
 WOOD: Hard Pine stained with Martin-Senour  
 WORK: Mahogany Oil Stain and varnished with  
 Martin's Interior Finish.

## TREATMENT OF INTERIOR WALLS

THE modern Flat Oil Finish is the most practical, sanitary and economical means of decorating interior walls and ceilings. A good Flat Oil Paint forms a durable finish which has the dull, velvety effect now so much in demand. This dull finish is very restful to the eyes and shows neither gloss nor lustre. The colors of Neu-Tone Flat Wall Paint are permanent under all conditions as even the most delicate tints will neither fade, nor become dingy.

From a sanitary standpoint Flat Wall Paint has no equal as an interior finish. It does away with lodging places for germs or dirt which are now so frequent where paper or burlap is used. In a Flat Wall Paint of the highest grade there are no objectionable chemical mixtures or poisonous dry colors. Furthermore there are no white scratches, rubbing off, or flaking and powdering; which is often the case when calcimine is used on walls and ceilings. To these advantages of Neu-Tone Flat Wall Paint may be added that of a very complete selection of delicate shades, making it possible to decorate the interior walls and ceilings in practically any combination of colors.

NEU-TONE FLAT WALL PAINT SHOWS NO BRUSH MARKS.

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#### DINING ROOM

WALLS: Neu-Tone Flat Wall Paint No. 688, Light Delft.  
 DADO: Neu-Tone Flat Wall Paint No. 674, India Ivory.  
 CEIL: Neu-Tone Flat Wall Paint No. 692, Cream.  
 ING:  
 FLOORS: Martin's Floor Varnish Natural Finish and  
 Martin-Senour Floor Wax.  
 WOOD: Martin's White Enamel, Eggshell Finish.  
 WORK

### THE USE OF VARNISHES

**V**ARNISHES are used on any wood as a transparent protective coating to retain the natural color and grain of the surface. The richness of tone of any stained or natural finish surface may be greatly accentuated by one or two coats of good Varnish.

A satisfactory varnish must be tough and strong enough to stand up under continued exposure, and still be elastic enough not to crack or chip off under severe usage.

Varnishes are made in a great number of grades. The better grades are composed largely of natural gums, Linseed Oil and Soya Bean Oil, and the cheaper grades are made of Rosin and Benzine. It will be apparent to the property owner that care should be taken to use only the best grades of Varnishes, inasmuch as they will be less expensive and far more satisfactory in the long run.

MARTIN'S FLOOR VARNISH CANNOT BE MARRED.

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### BED ROOM

WALLS: Neu-Tone Flat Wall Paint No. 695, Shell Pink.  
 CEILING: Neu-Tone Flat Wall Paint No. 674, India Ivory.  
 FLOORS: Martin's Floor Varnish Natura Finish.  
 Martin's Sennour Floor Wax.  
 WOOD: Martin's White Enamel.  
 WORK

## REFINISH THE LITTLE THINGS

**I**N every home will be found any number of small things which constitute the coziness and create the homelike atmosphere. These many small articles may be greatly enhanced in appearance and value by the use of a small amount of either Mixed Paints, Stains, Enamels, Varnishes, Wax or Polish.

Change the color of the furniture, radiators, picture frames, screens, bath tubs, brie-a-brac, porch and garden furniture, window frames and sills, porch floors and steps, and the many other small surfaces about the property and make the surfaces and furnishings like new. You will be surprised at the wonderful change in your home surroundings. It is a very simple matter to do most of this refinishing yourself; and the reward will be a bright and cheerful appearing home.

MARTIN'S WHITE ENAMEL. COULD NOT BE MADE WHITER.

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# Martin-Senour Service Department

**W**E have endeavored in this book to give the property owner, architect, or contractor the general principles upon which most decorative problems are solved. In order that individual ideas, tastes, and conditions may be executed properly and satisfactorily to the owner, we have our service department, composed of expert artists, decorators, and thorough paint men.

We invite you to avail yourself of this service without any obligation on your part whatever, and can assure you that all requests will receive our most careful attention.

## **W**HEN **D**ECORATING **Y**OUR **H**OME **R**EMEMBER

The Martin-Senour Co. manufactures a 100% product for every Exterior and Interior Surface. Below we give a condensed list of our quality products:

### HOME—Exterior

Monarch Paint—100% Pure  
Porch and Deck Paint  
Concrete Coating  
Shingle Stain  
Screen Paint

### HOME—Interior Walls and Woodwork

Neu-Tone Flat Wall Paint  
Neu-Tone Sizing  
Martin's White Enamel  
Wood-Var Varnish Stain  
Interior Enamel  
Painter's Ground Color  
Oil Stain

### HOME—Interior Floors

Senour's Floor Paint  
Wood-Var Stain  
Liquid Wax  
Eureka Paste Filler  
Floor Wax  
Concrete Floor Paint

### HOME—Miscellaneous Interior Finishes

Radiator Enamel  
Bath Tub Enamel  
Ornamental Paint  
E. Z. Stain  
Eureka Liquid Filler  
Stove Pipe Enamel  
Aluminum and Gold Paints  
Martin Senour Penetrating Wood Dye

### BARNs—Roofs, Etc.

Red School House Paint  
Standard Barn Paint—Red and Green  
Moss Green Roof Paint  
Big 4 Yellow Barn Paint

### AUTOS—Carriages, Implements, Etc.

Auto Color Varnish  
Carriage and Auto Paint  
Carriage Top Dressing  
Wagon and Implement Paint  
Bicycle Enamel  
Colors in Japan

### MISCELLANEOUS

S. P. and Commercial Putty  
Triple Ground Colors in Oil  
Furniture Polish  
Porch and Lawn Furniture Enamel

### VARNISHES

Martin's Floor Varnish  
Martin's Interior Varnish  
Martin's Outside Spar  
Amber-Lyte Floor Oil  
Linoleum Varnish  
Satin Black Leather Finish



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